



ReThink Disposable: Stop Waste Before it Starts

Business Outreach, Engagement, and Audit

Year One Training Proposal to The Bay Foundation

Timeline: January 1, 2018 – December 31, 2018

Budget: \$15,000 (see detailed budget below)

Clean Water Fund Background

Founded in 1974, Clean Water Fund (CWF) is a national §501(c)(3) research and education organization with field offices in 14 states and a headquarters in Washington, D.C. CWF promotes the public interest in protection of natural resources, with a special emphasis on water issues. CWF's California program, founded in 1990, pursues initiatives that protect public health and the environment through improving water quality. This includes working for remediation of contaminated waters, preventing pollution at the source, changing practices and policies that contribute to pollution, and improving the accountability of government agencies tasked with protecting water quality. CWF has a track record of educating the public about trash in waterways, eliminating plastic pollution in inland and coastal waterways, and reducing single-use packaging and disposable products that impact water quality.

ReThink Disposable Background

Our packaging waste reduction initiative, ReThink Disposable, aims to stop waste before it starts- a pollution prevention approach to the ever-increasing problems of solid waste and marine debris. Based on research CWF conducted with five San Francisco Bay Area local jurisdiction partners in 2011, ReThink Disposable learned that food and beverage packaging is the primary component of trash entering the San Francisco Bay and polluting local creeks. The program focuses on reducing plastics and trash entering waterways and the marine environment with a significant emphasis on food and beverage packaging. The program creates win-win opportunities for businesses and the environment by identifying cost saving practices to reduce single-use food and beverage packaging.

ReThink Disposable's auditors work with participating businesses and institutions to identify and implement packaging reduction best management practices. All disposable packaging targeted for minimization or elimination is tracked and measured through an audit process. Program impacts, such as packaging and waste reduction, payback period and cost savings, are calculated. To date, Clean Water Fund has engaged and certified 130 food service businesses and five institutions (corporate and academic campuses) as ReThink Disposable participants. Data from the most recently completed audits with local food business operators showed an average annual reduction of 110,000 pieces of disposable packaging items, prevention of 1,300 pounds of waste each year from ever needing sorting, hauling and processing, and small businesses save between \$3,000 - \$6,000 annually (reflects setup and ongoing costs to sustain the new operation).

CWF's California Rethink Disposable program was awarded the 2015 Governor's Award for Economic and Environmental Leadership and the 2016 California Resource Recovery Association's Outstanding Waste Prevention Award. Several business participants have received awards and recognition from local government

agencies, mayors, and city councils. For more information about the program, please visit www.rethinkdisposable.org.

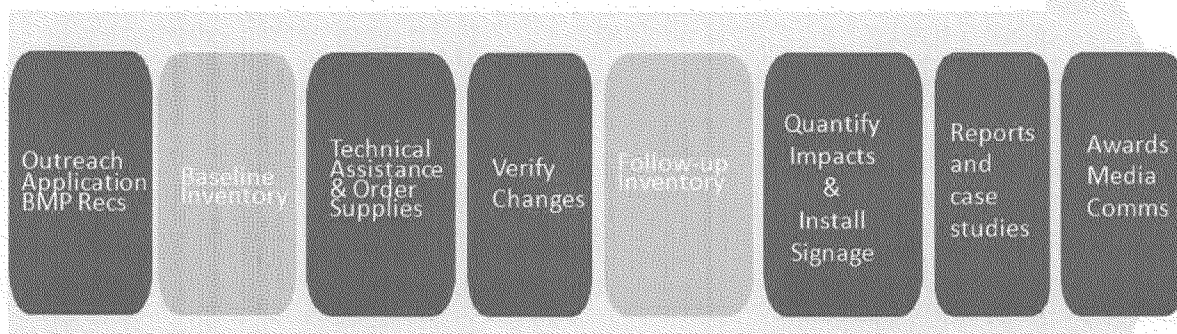
Project Description

During this one year pilot partnership project, up to thirty food businesses will be “touched” with ReThink Disposable’s source reduction messaging and opportunity to participate, five to seven will sign-up, and three businesses will become certified with measureable impacts reported in designed final case studies. In partnership with The Bay Foundation (TBF), Clean Water Fund (CWF) will launch a pilot project to train TBF to implement our ReThink Disposable source reduction campaign in the Los Angeles area. The goal is to engage food service establishments (FSEs) and customers that frequently order take-out food and beverages to *reduce* litter prone and waste generating disposable packaging and *transition* to reusable alternatives with measurable impacts to quantify “upstream” source reduction. Each business participant’s impact will be quantified, specifying:

- (1) COST IMPACTS
- (2) WASTE PREVENTION IMPACTS
- (3) DISPOSABLE PACKAGING REDUCTION

CWF will provide auditor training-- including redesigned auditor forms and outreach materials that will be co-branded and jurisdiction specific-- and technical assistance to two staff and one intern at TBF to implement the ReThink Disposable audit certification program in FSE’s in one city in the Greater Los Angeles area. CWF will complete one full audit from signup to final report and case study (see audit process below) as a training model and will be available for ongoing limited support to TBF as they independently certify an additional two other food businesses during year one using CWF’s process and materials. Additionally, CWF will coordinate with TBF on communications strategy, seek local media coverage, add certified businesses to our map of ReThink Disposable California participants, and include case study copy with metrics in the “business spotlights” section on the ReThink Disposable website and social media pages. CWF will co-brand and share any developed content specific to this pilot with TBF. CWF is willing to also work with TBF to identify and secure funding to sustain the program in Los Angeles in years two and on.

ReThink Disposable Business Audit Process



Year One: CWF and TBF will sign-up, provide technical assistance, and certify three ReThink Disposable business participants. To accomplish this goal, the project will leverage TBF's existing food business network and municipal contacts developed through TBF's Clean Bay Certification Program to select one city to pilot and create a "hot-leads" list of 20-30 potential food businesses that represent good ReThink Disposable candidates. Businesses should be concentrated in one city to leverage existing relationships and increase time spent with businesses, thereby reducing commuting required to stretch the budget. Businesses that are a good candidate and sign up to participate in the ReThink Disposable audit can finish implementation and certification in as little as four months, and can take as long as eight months, depending on the owner's level of commitment and accountability, follow-up and support from the auditor, and the complexity of the operational changes.

For each participating business, CWF will train TBF to:

- Review food business operations;
- Engage and sign up business owner/operator as participant;
- Make source reduction recommendations and work with owner/business operator to identify changes that the business will implement in an agreed upon timeline;
- Conduct a baseline disposable product usage assessment;
- Provide technical assistance during implementation, such as, conduct research and make reusable product recommendations, help restructure the front of the house operation, affix customer engagement materials, troubleshoot problems and challenges, calculate environmental and cost benefits for business owners;
 - Technical Assistance varies business to business and depends on the level of engagement of the business owner, limitations or challenges that must be overcome, and the number of BMPs selected for participation. During implementation phase which can take 4-6 weeks, auditors check in at least once a week by phone, email or in person if needed. Auditors are very responsive to a business owner and follow up within 24 hours.
- Conduct post-implementation disposable product usage assessment;
- Verify program is up and running and install customer engagement and business recognition materials;
- Quantify and report audit impact metrics in a final report for each business;
- Develop and design a final case study for three businesses;
- Post each completed business on ReThink Disposable website and Bay Area map;
- Provide recognition posts on the Website and social media (Facebook, Twitter, Blog);
- Coordinate on communications and media coverage; and
- Pursue year two and on funding in partnership with TBF to continue to offer ReThink Disposable in Los Angeles.



Exhibit C
Schedule of Deliverables

Tasks	Timeline
1. Complete CWF/TBF Partnership Agreement, Finalize Workplan and Timeline.	Jan 2018
2. TBF selects city for ReThink Disposable pilot and a list of 30 potential business candidates (the "hot-leads" list).	Jan/Feb 2018
3. Kick-Off Meeting - TBF and CWF will participate in a half day training that will include a presentation: overview of the program, business sign-up/auditing process, review of auditor materials and tips for engaging business candidates.	Jan/Feb 2018
4. Bi-Monthly Auditor Meetings - CWF staff will facilitate monthly auditor calls to check in, share work progress, discuss auditor questions and challenges, and provide tips and recommendations, etc. for up to 6 months after the initial kick-off training.	Jan - Jun 2018
5. Field Outreach Training - CWF will provide field outreach training (two – three visits) to identify how to review operations, engage potential ReThink Disposable business candidate, sign up a business, select which BMPs to recommend, and collect packaging data.	Jan - Feb 2018
6. Conduct Full Audit - CWF will conduct one full audit including up to 6 visits to one participating business to model the process of engaging and signing up businesses, conducting baseline product inventory, communicate recommendations, provide technical assistance, establish follow-up product inventory, quantify metrics using our calculator, and develop copy for the final report and case study.	Jan - Jun 2018
7. Ongoing Support - CWF will provide limited ongoing support for auditors using tools and calculators.	Jan – Dec 2018
8. Reporting - CWF will coordinate with TBF Auditors on all final reporting elements for the broader ReThink Disposable campaign including mapping participating sites online and communicating accomplishments and work progress.	Apr – Nov 2018
9. ReThink Disposable Program Materials -CWF will provide co-branded forms utilized in the ReThink Disposable audit process, business outreach and recognition materials, and customer engagement signage. The Bay Foundation will be responsible for print of larger quantity items like the business outreach flyer and case studies. CWF will provide the auditor forms for the training and field, ReThink Disposable window decals for businesses and the customer engagement signage (enough for the number of final business certifications expected)	Jan - Jun 2018